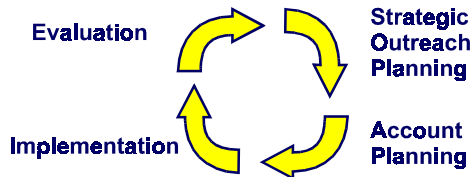


US Army Corps of Engineers Strategic Vision:

"Growth will be strategically targeted to meet emerging Army and national needs, sustain and enhance core competencies, and maintain full spectrum capabilities critical to the Army."

Customer Outreach Cycle



At the **HEART OF OUTREACH** is a Corps-wide total service model built around extraordinary business relationships with our customers.

HOW TO SCHEDULE WORKSHOPS

Most Districts/Divisions have designated Customer Outreach Coordinators. A list of these Coordinators is available in the USACE Customer Outreach Tutorial. (www.usace.army.mil/essc/intra/customer/cotutor)

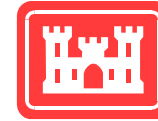
To receive additional information or to schedule workshops contact:

U.S. Army Corps of Engineers
Professional Development Support Center
CEHR-P-T, Attn: Ms. Joy Rodriguez
P.O. Box 1600
Huntsville, AL 35807-4301

Telephone: (256) 895-7448
Fax: (256) 895-7497

E-mail:
Rebecca.J.Rodriguez@usace.army.mil

A member of the Customer Outreach Training Team and Ms. Rodriguez will assist you in finalizing your training requirements, provide cost information, and schedule the workshops at your onsite location.



**US Army Corps
of Engineers®**

Customer Outreach Training Curriculum



"Customer Outreach is our Future"

USACE CUSTOMER SERVICE

- ✍ **Description:** 10-minute module contained in "The CorpsPath" CD that focuses on the principles of customer service within the USACE setting.
- ✍ **Audience:** Organizational personnel who guide, direct or support customer inquiries.
- ✍ **Objective:** Develop an understanding throughout the Corps on the value of customer service.
- ✍ **Duration:** 10 minutes.
- ✍ **Location:** Remote/long distance learning

CUSTOMER OUTREACH TUTORIAL

- ✍ **Description:** A WEB based, graphic presentation of the who, what, why, when, where of Customer Outreach.
- ✍ **Audience:** All USACE personnel.
- ✍ **Objective:** Expose USACE personnel to concept of Customer Outreach and the Corps.
- ✍ **Duration:** 15 minutes.
- ✍ **Location:** www.usace.army.mil/essc/intra/customer/cotutor/

CUSTOMER OUTREACH FOR EXECUTIVES

- ✍ **Description:** A workshop that provides an executive overview of the Customer Outreach Cycle: strategic outreach planning, account planning, implementation, and evaluation.
- ✍ **Audience:** USACE leadership and upper management.
- ✍ **Objective:** Expose USACE leadership & management to the benefits of developing long-term business relationships with customers.
- ✍ **Duration:** 4 hours
- ✍ **Location:** On-site

CUSTOMER OUTREACH OVERVIEW WORKSHOP

- ✍ **Description:** A workshop that provides an overview of the Customer Outreach Cycle: strategic outreach planning, account planning, implementation, and evaluation.
- ✍ **Audience:** USACE customer outreach and account team members.
- ✍ **Objective:** Provide outreach and account team members with basic skills in each phase of the Outreach Cycle.
- ✍ **Duration:** 16 hours
- ✍ **Location:** On-site.

STRATEGIC OUTREACH PLAN WORKSHOP

- ✍ **Description:** A workshop that focuses on the first phase of the Customer Outreach Cycle--strategic outreach planning. Answers the question: "What is the organization's business development outlook and how to improve it?"
- ✍ **Audience:** Organizational personnel responsible for developing and furthering business relationships with customers within District, MSC, Labs, HQ.
- ✍ **Objective:** Develop an organizational outreach plan.
- ✍ **Duration:** 8 hours or 16 hours
- ✍ **Location:** On-site

ACCOUNT MANAGEMENT WORKSHOP

- ✍ **Description:** A workshop that focuses on the second and third phases of the Customer Outreach Cycle--account planning and implementation. Answers the question "What are the goals and strategies to further the business relationship with an organization's strategic or key customers?"
- ✍ **Audience:** Organizational personnel **directly responsible** for developing and furthering business relationships with a specific customer.
- ✍ **Objective:** Develop customer account plan(s).
- ✍ **Duration:** 8 hours or 16 hours
- ✍ **Location:** On-site